Abstract Of The Disclosure

[139] A method, system and apparatus enables on-line selection and personalization of greeting cards over a computer network. The printed personalized greeting card can be shipped alone, or in conjunction other items as a single entity, and serves as any of : 1) a direct source of information for generating a shipping label or an intermediate document used for matching/picking multiple items, 2) as a reference to a file containing data defining the shipping label or packing list used for matching/picking multiple items, 3) as the source of information for generating any of a gift card, gift certificate or addressed envelope that is matched/packaged with the card, 4) as a reference to a data file containing information for enabling generation of a gift card or gift certificate that is matched/packaged with the card, and /or 5) as the actual medium on which the recipient/shipping address is printed.